



## **CUSTOMER SATISFACTION IN A NUTSHELL**

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### **HOW TO MEASURE SUCCESS: BENCHMARKING**

Undertaking a customer satisfaction survey will provide you with deep insight into levels of engagement and identify ways in which to improve your business' success. However, benchmarking your company's performance against others will help put this data into context and deliver true value.

External benchmarking analysis can help companies to identify specific indicators to compare and map their performance with competitors, peers and/or suppliers in relevant sectors to provide a more representative picture.

Learning what others do better and worse than you can be extremely useful. You can exploit your strengths, eliminate weaknesses and adopt others' good practices.

How do you compare with your competitors against:

- Overall satisfaction
- Value for money
- Reputation
- Long term potential
- Product quality
- Satisfaction with sales process
- Satisfaction with Account Manager
- Billing quality
- Meeting expectations
- Response to problems.

**If you would like to find out how you compare with others, learn from competitors and improve your performance, contact us.**

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